

PTO/SB/08a (08-03)  
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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

**(Use as many sheets as necessary)**

Sheet 1 of 2

**Complete If Known**

<b>Application Number</b>	10/790,892
<b>Filing Date</b>	March 2, 2004
<b>First Named Inventor</b>	Jeffrey A. McFadden
<b>Art Unit</b>	3621
<b>Examiner Name</b>	not yet known
<b>Attorney Docket Number</b>	10005.001710

**U.S. PATENT DOCUMENTS**

[illegible]

## FOREIGN PATENT DOCUMENTS

[illegible]

**Examiner  
Signature**

Namrata Borja

Date Considered

8/15/07

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449B/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)		Application Number	10/790,892
		Filing Date	March 2, 2004
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Sheet 2 of 2	Attorney Docket Number	10005.001710	

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T. <sup>2</sup>
MB	B	TEDESCO, RICHARD, "Web ads get glitzy, savvy," In: Broadcasting & Cable. New York: November 8, 1999, Vol. 129, Iss. 46, p. 49.	
MB	C	PCT International Search Report for International Application No. PCT/US04/31738 (2 sheets)	

Examiner Signature	Namrata Borgeja	Date Considered	8/15/07
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